



Let's Start from the Very Beginning: How to Market a New Library Service

Hilary H. Thompson
University of Maryland Libraries

Access Services Conference
November 2014

UMD Joins the Big Ten...



<http://bigten-online.com>

... and gets **U**borrow**** 



Why a marketing campaign?

This service had the potential to significantly:

1. Save ILL staff time.
2. Reduce OCLC resource-sharing costs.
3. Improve user experience.

But it could not be integrated with WorldCatLocal (yet). Serendipitous use highly unlikely.



Planning the Campaign

1. Bring Partners in Early





2. Define the Message

What is UBorrow?

Books + UMD Libraries + Big 10

Why use UBorrow?

1. Faster delivery.
2. Longer loan periods.
3. Avoid recalls.



3. Identify Audience & Goals

Q: Who will benefit from this service the most?

A: Not everyone! Specific, defined group(s).

For UBorrow:

1. Faculty & graduate students
2. Current ILL users, especially “power users”



3. Identify Audience & Goals

Q: What should the promotion accomplish?

A: Set realistic yet ambitious goals—preferably ones that can be measured.

For UBorrow:

1. Achieve a high number of unmediated requests.
2. Convince power users to adopt as preferred tool.
3. Incorporate UBorrow into campus Think B1G dialogue.

Plan promotion accordingly!



4. Use Data to Plan

Q. What could you reasonably expect to achieve?

3 Semester Average from other CIC libraries:

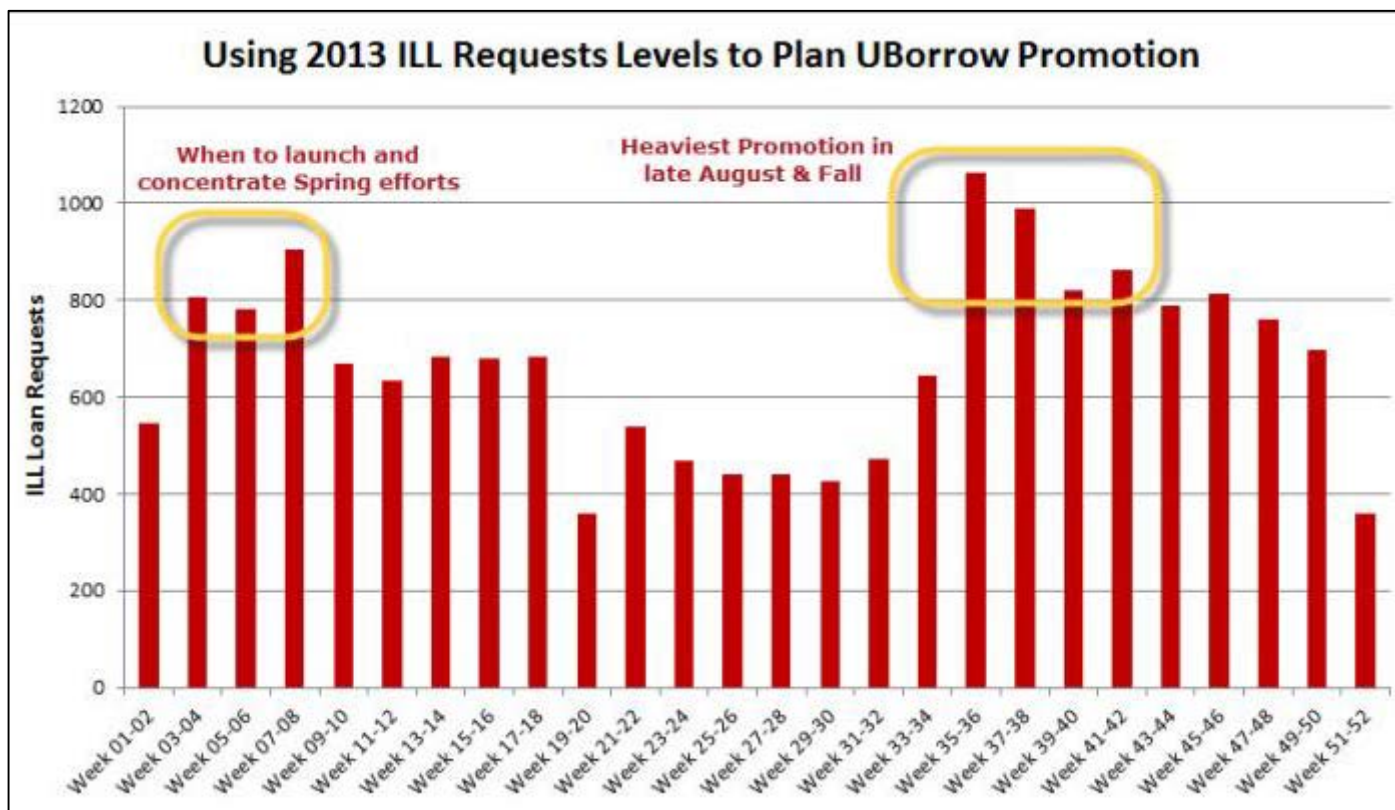
- 10 libraries: 51% unmediated/total UBorrow
- 2 similar libraries: 62% unmediated/total UBorrow

Our Request Rate Goals:

- Reach 50% unmediated/total UBorrow in Spring
- Reach 67% unmediated/total UBorrow in Fall

4. Use Data to Plan

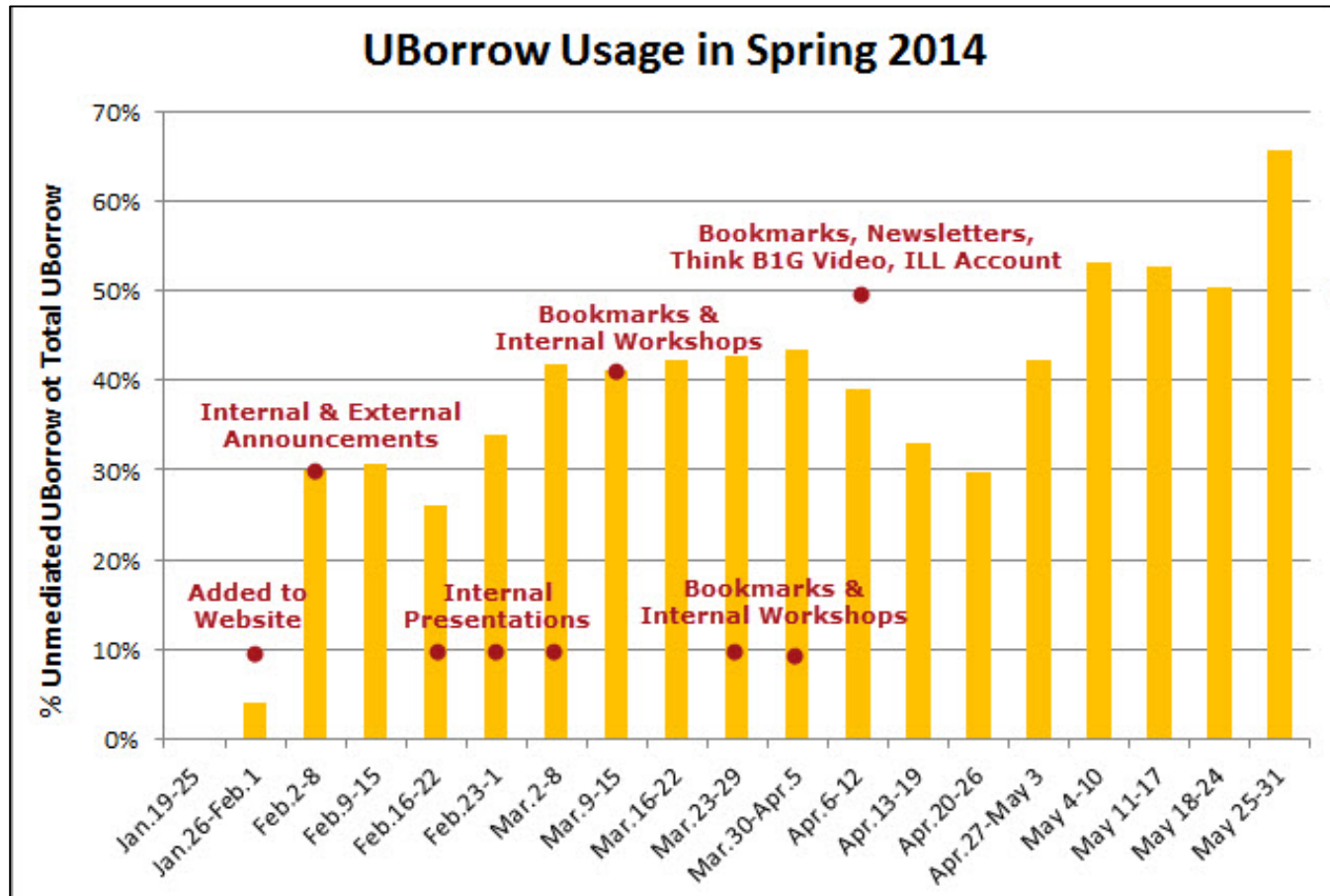
Q. When should you promote the service?





Executing the Campaign

Spring Semester



UNIVERSITY LIBRARIES

Hours | My Account | Ask Us!

Thursday, August 7, 2014

McKeldin 08:00AM - 10:00PM

Art 10:00AM - 04:00PM

Architecture 10:00AM - 04:00PM

Chemistry 08:00AM - 09:00PM

EPSL 08:00AM - 10:00PM

Media Services in Harnbake 08:00AM - 10:00PM

Special Collections in Harnbake 10:00AM - 05:00PM

MSPAL 09:00AM - 09:00PM

Shady Grove See here for hours

[Home](#)[About Us](#)[8 Libraries](#)[Collections](#)[Find](#)[Get Help](#)[Services](#)[Alumni & Friends](#)[Catalogs](#)[Get Started](#)[Find Books & Media](#)[Find Articles](#)[Find Databases](#)

Search for books, e-books, articles, journals & more through WorldCat UMD.

 [Advanced Search](#)Libraries to search [Libraries Worldwide](#)[Catalogs](#)[Help with WorldCat](#) 

Research Tools

[Research Port](#)[Reference Shelf](#)[Course Guides](#)[Citation Linker](#)[Subject Guides](#)[Citation Tools](#)[Library Skills Guides](#)

Computing

[Use My Laptop](#)[Copy, Print, Scan](#)[Equipment for Loan](#)[Off-Campus Access](#)[Tech Support](#)

Services

[Access, Borrow, Request](#)[Course Reserves](#)[Disability Services](#)[For Faculty & Grads](#)[Interlibrary Loan / UBBorrow](#)[Reserve a Room or Carrel](#)[Terrapin Learning Commons](#)[WorldCat](#)[UBorrow](#)[Classic Catalog](#)REQUEST SPECIAL
COLLECTIONS ONLINE

New system linked to catalog and finding aids makes it easier to access special collections.

Library News & Events

Brush up on your skills during the summer.
Learn software, business and creative skills through high-quality instructional videos.Join a Wikipedia edit-a-thon on Mon, Aug 18.
Learn about historic newspapers from speakers and edit Wikipedia using special collections as sources.UBorrow
Search for and request print books and other items directly from our CIC peers. It's faster than ILL.

Why we <3 Uborrow

It's a smarter, faster version of ILL.

- Unmediated requesting. No staff process these requests.
- Requests will only be sent to libraries with an available, circulating copy.

*More than 90% of Uborrow requests are filled by the first library.

LIBRARY LINK FACULTY UPDATE FROM THE UNIVERSITY OF MARYLAND LIBRARIES SPRING 2014

90 million reasons to like the Big Ten

Q: What do you do when you quickly need books that are currently unavailable or not owned by the UMD Libraries?
A: Uborrow

Of the many benefits associated with the university's membership in the Big Ten, one of the most immediate is the opportunity for students, faculty and staff to borrow items from our new Big Ten partner libraries.

We recently launched "Uborrow," a service offered by the Interinstitutional Cooperation Committee of Big Ten institutions plus the University of Chicago. And although the Big Ten membership becomes official on July 1, the University Libraries and other campus units are already developing strong relationships within the CIC. Uborrow is one result.

As faculty, you've long been able to borrow books from nearly any library in the world, interlibrary loan—or I-L-L, as most call it—provides such access through an established network of cooperating libraries. But Uborrow taps into a network of true partners, and borrowing privileges are therefore significantly better. Not only is the service simpler to use, but loan periods are longer and delivery is faster.

More than 90 million books (printed books, that is) and other materials such as films are available from the 15 CIC libraries and the Center for Research Libraries, a consortium which has especially strong collections in area studies.

An advantage for the staff who process the loan requests at McKeldin Library is Uborrow's automated utility—the service identifies the copy of a book without the need for staff to do so. Consequently, orders are filled faster.

"We were eager to introduce this service at Maryland because it's a win-win," says Tim Hackman, head of resource sharing and access services at the University Libraries. "A faster and better loan service with less mediation by our library staff works to everyone's benefit."

Response to the new service on campus is already high. Loans processed through Uborrow without staff intervention now account for about one-third of interlibrary lending.

Because Uborrow is accessed through a separate interface, not WorldCat UMD, users need to know about the service and make a point of going there, Hackman says.

"There will be a bit of a learning curve," he says, "but the initial response has already exceeded our expectations, so our hopes are high."

WHY USE UBORROW?

- Bigger selection**
Borrow items from any of our USMAI and Big Ten partners or the Center for Research Libraries.
- Simpler to use**
Start your search in Uborrow. It will find the best copy of an item for you from our collections or a distant one.
- Faster delivery**
Get them usually within a week.
- Longer loan time**

Uborrow

90
million

books and other materials
to choose from

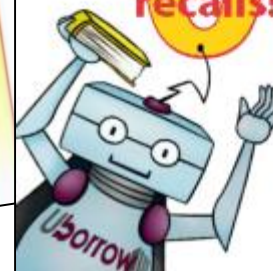
1
week

to receive them

4
months

to keep them

0
recalls!



Summer

Subscribe to Alerts Feed

Think B1G!

Use UBorrow to get books faster from our Big 10 peers.

<http://ter.ps/uborrow>

Learn more.

UBorrow

Try UMD's newest method of getting books:



ter.ps/uborrow
Learn more.

Search UBorrow

UBorrow, available at ter.ps/uborrow, allows you to find and request books and other items from across the collections of 16 research libraries, including those of the [CIG \(Big Ten\)](#) and [Center for Research Libraries](#). That's 90 million volumes all together.

Know what you're looking for? Just search for the Title or ISBN.

Use the [Advanced Search](#) page to limit your search by author or to search by subject. You can also use the facets on the right of the results screen to filter your search results by author, subject or format.

What's great about UBorrow?

- Items usually arrive within a week.
- You can use print books for up to 4 months.
- Items requested through UBorrow are rarely recalled.
- You can use UBorrow to request UMD books that are checked out (rather than recalling it from another user).

Learn more about UBorrow [here](#).

ILL Services

ILL Services can help you get books, articles, and other materials not available through the University System of Maryland (USMA) Libraries, as well as scans of materials from the UMD print collection.

ILL Services include:

1. Interlibrary Loan
2. UBorrow
3. Article Express (only for faculty & grad students)

All services are managed through your ILL Services Account. Questions can be directed to ILL staff at doodea@umd.edu.

THE UNIVERSITY LIBRARIES
OFFICIAL TERP
**GET IT
DONE
GUIDE**
TO GREAT GRADES

GET IT DONE

Find a book.

Believe it or not, not everything's available online.

❑ **Need books?** We've got them by the millions. The easiest way to find books the library owns is to search our online catalog. We use Library of Congress call numbers, which means items will probably be organized differently than they were in your high school or public library.

❑ **Browsing the shelves** is a great way to find inspiration. Books are organized by subject, so if you can find one, other relevant materials are likely to be shelved nearby (e.g., soil conservation, Spanish American literature).

❑ **Preview titles online** using services like [HathiTrust](#) and [Google Books](#) so you know if it's worth your time to get the book. Find [HathiTrust](#) among the databases at libumd.edu.

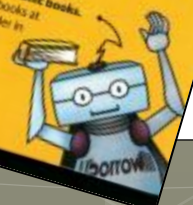
HOW WE CAN HELP

Search the online catalog by keyword, author, or title. Limit your search to the College Park campus to find things here, and we'll have them delivered to the branch library of your choice.

Log on to your library account to see what you've checked out and when it's due. It's also the place to renew materials online. Keep track of your catalog searches by saving them to your account.

If we don't have it, we'll get it: if you need a book the library doesn't own, try UBorrow, which provides access to the 90 million volumes of the Big Ten.

We have thousands of electronic books. Check out the guide for e-books at libumd.edu. Borrow a reader in the TLC at McKeldin Library.



UBot

@UBorrowUMD · FOLLOWS YOU

Just a humble library robot with #B1G dreams. Follow & let UBorrow help you get the most from your library.

University of Maryland

lib.umd.edu/access/uborrow

Tweet to

Message

TWEETS
191

FOLLOWING
191

FOLLOWERS
96

FAVORITES
209

LISTS
2

Tweets

Tweets & replies

Photos & videos



UBot @UBorrowUMD · Nov 5

Of over 5 million print items @OSULibrary, abt 1 million are here in the #ThompsonLibrary stacks tower! #WheresUBot



UNIVERSITY OF MARYLAND



UNIVERSITY
LIBRARIES

Search the UMD Libraries website

Google Custom Search

Search

Sign In

Hours

Ask Us!



Monday, October 20, 2014

McKeldin	Open 24 hours, Ending
Art	11:00AM - 04:00PM
Architecture	12:00PM - 08:00PM
Chemistry	08:00AM - 10:00PM
EEPS	08:00AM - 11:00PM
Media Services	08:00AM - 10:00PM
Special Collections	10:00AM - 05:00PM
MSHAL	08:30AM - 11:00PM
Shady Grove	See here for hours

Libraries & Spaces

Find & Cite

Services

I am a ...

Help

About

My Accounts

Get Started

Find Books & Media

Find Articles

Find Databases

Search for books, e-books, articles, journals & more through WorldCat UMD.

[Advanced Search](#)

Libraries to search

[Catalogs](#)

[Help with WorldCat](#)



Need a computer ASAP? Visit our mobile site to find

Quick Links

[Borrowing Privileges](#)

[Copy, Print, Scan](#)

[Interlibrary Loan & UBorrow](#)

[Citation Tools](#)

[Course Guides](#)

[Research Port](#)

[Subject Guides](#)

[Give Now](#)

Library News & Events

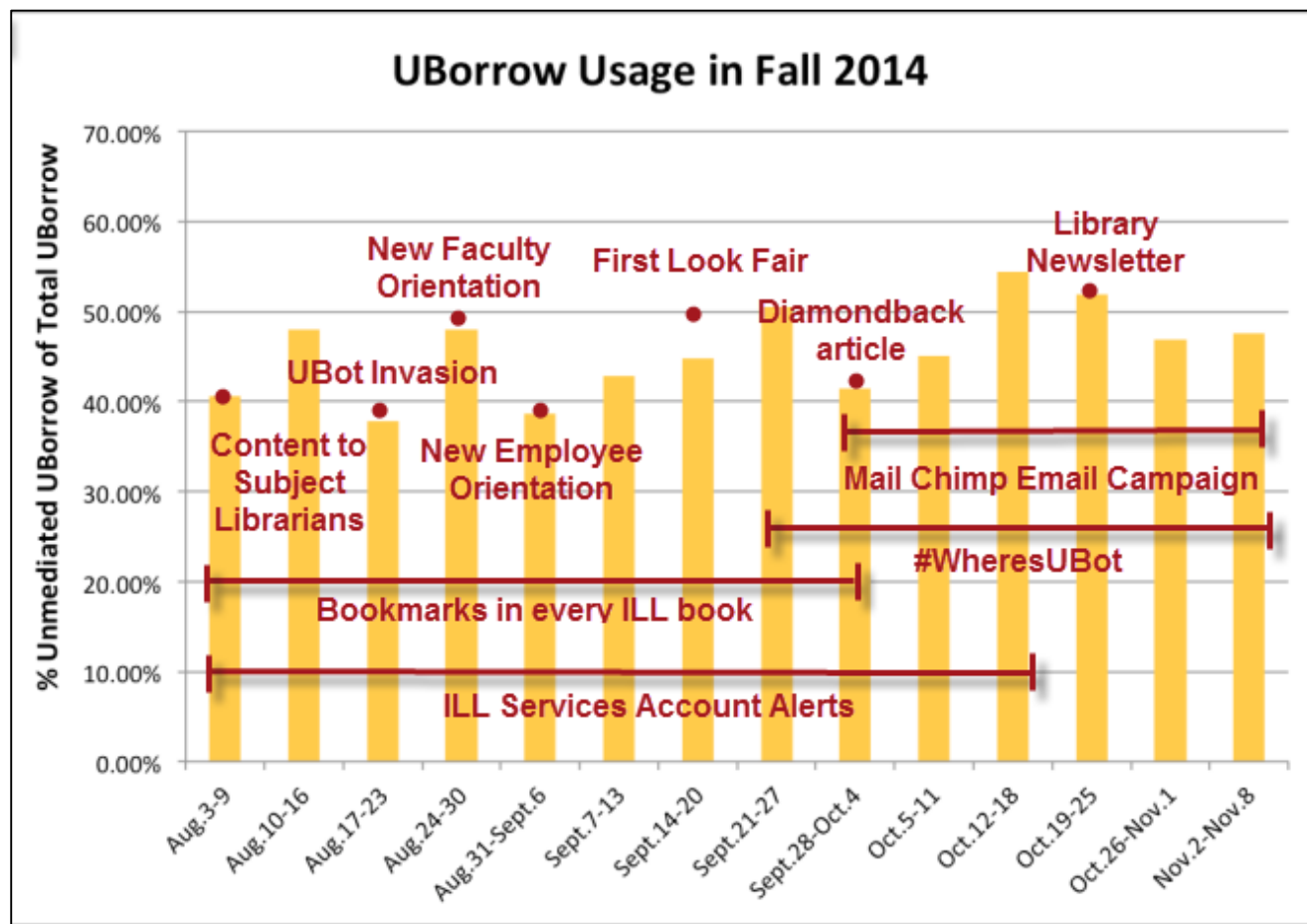


UBorrow

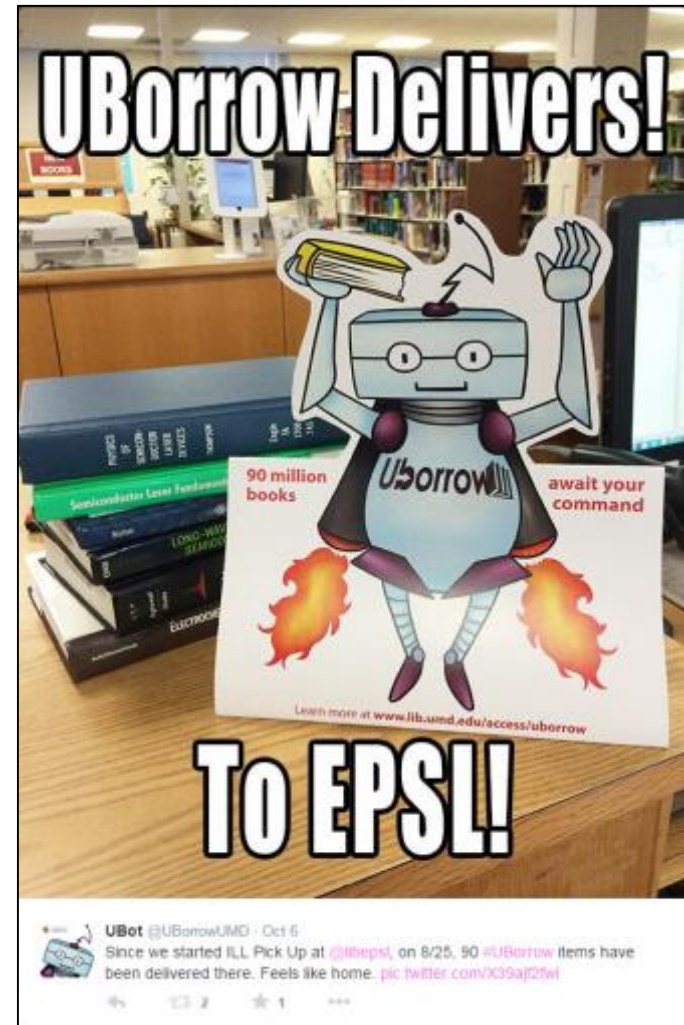
Search for and request print books and other items directly from our CIC peers. It's faster than ILL.



Fall Semester



Fall Semester: UBot Invasion



Spreading the word to ILL users...



**THINK
BIG
USE
UBorrow**

UBorrow

Did you know....?
You recently requested a book through Interlibrary Loan, which could have been obtained with UBorrow instead.

What's UBorrow?
UBorrow is a tool that allows you to search the catalogs of 15 CIC member libraries, plus the Center for Research Libraries, and request books quickly and easily. You can search UBorrow and place your requests at <http://ter.ps/uborrow>.

Why use UBorrow?
There are 3 main benefits:

1. UBorrow is fast! Items are usually ready for pick-up within one week.
2. You can keep print books obtained via UBorrow for 3 months, plus a guaranteed 1 month renewal—twice as long as the average loan period for Interlibrary Loan.
3. UBorrow items are almost never recalled, allowing uninterrupted use. You can also use UBorrow instead of recalling a UML book from a fellow user.

Questions? Learn more [here](#).

Twitter Website

[Subscribe to Alerts Feed](#)

Think B1G!

Use UBorrow to get books faster from our Big 10 peers.

<http://ter.ps/uborrow>



UBot @UBorrowUMD · Sep 18

Don't worry, we're at the #FirstLookFair again today! Come by, say hi, and grab some swag. Ubot loves new friends!



...and to the wider UMD community.

Faster delivery: UBorrow shows its value

Of the many benefits associated with the university's membership in the Big Ten, one that's already showing significant payoff is the opportunity for faculty, students and staff to borrow items from our Big Ten partner libraries. UBorrow is a service offered by the Committee on Institutional Cooperation (CIC), the academic consortium of Big Ten institutions plus the University of Chicago. By requesting books through UBorrow, you'll receive them faster than you would from traditional interlibrary loan, and you're far less likely to recall a book from another user.

More than 90 million books (printed books, that is) and other materials such as films are available from the 15 CIC libraries and the Center for Research Libraries, a consortium which has especially strong collections in area studies.

2014 Arrival Time for Books Requested through UBorrow



More than half of the books borrowed from CIC libraries through UBorrow have arrived in less than a week and 85 percent in 10 days. The average delivery time for traditional interlibrary loan is 17 days.



THE DIAMONDBACK

THE UNIVERSITY OF MARYLAND'S INDEPENDENT STUDENT NEWSPAPER

HOME NEWS SPORTS OPINION DIVERSIONS MULTIMEDIA ADVERTISING

CAMPUS UBorrow boasts improved interlibrary loan service

Students now have 90 million books available from other schools in Big Ten's Committee on Institutional Cooperation

f Recommend 14 Tweet 23 g+1 0 Pin it 0 Share 5 Print Font Size: [A-] [A+] [A]

#WheresUBot

UBot @UBorrowUMD · Oct 1

I always rub #testudo 's nose before my trips around the #B1G. First stop? @RULibraries. #WheresUBot



1 2 View more photos and videos

UBot @UBorrowUMD · Nov 3

Nice to meet you, Brutus! Let's go in and see #ThompsonLibrary! @OSULibrary #WheresUBot



4 View more photos and videos



Penn State Libraries
@psulibs



Follow

Thanks for the visit #WheresUbot!
Remember to keep guessing #WheresNittany
ow.ly/i/7IFGD

1 2 3 4

UBot retweeted



RutgersUnivLibraries @RULibraries · Oct 3

CIC UBorrow mascot UBot, en route from U of MD, visits Rutgers Interlibrary loan & meets Scarlet Knight. #UBorrow



4 4 View more photos and videos



View on web

RETWEETS 2 FAVORITES 3



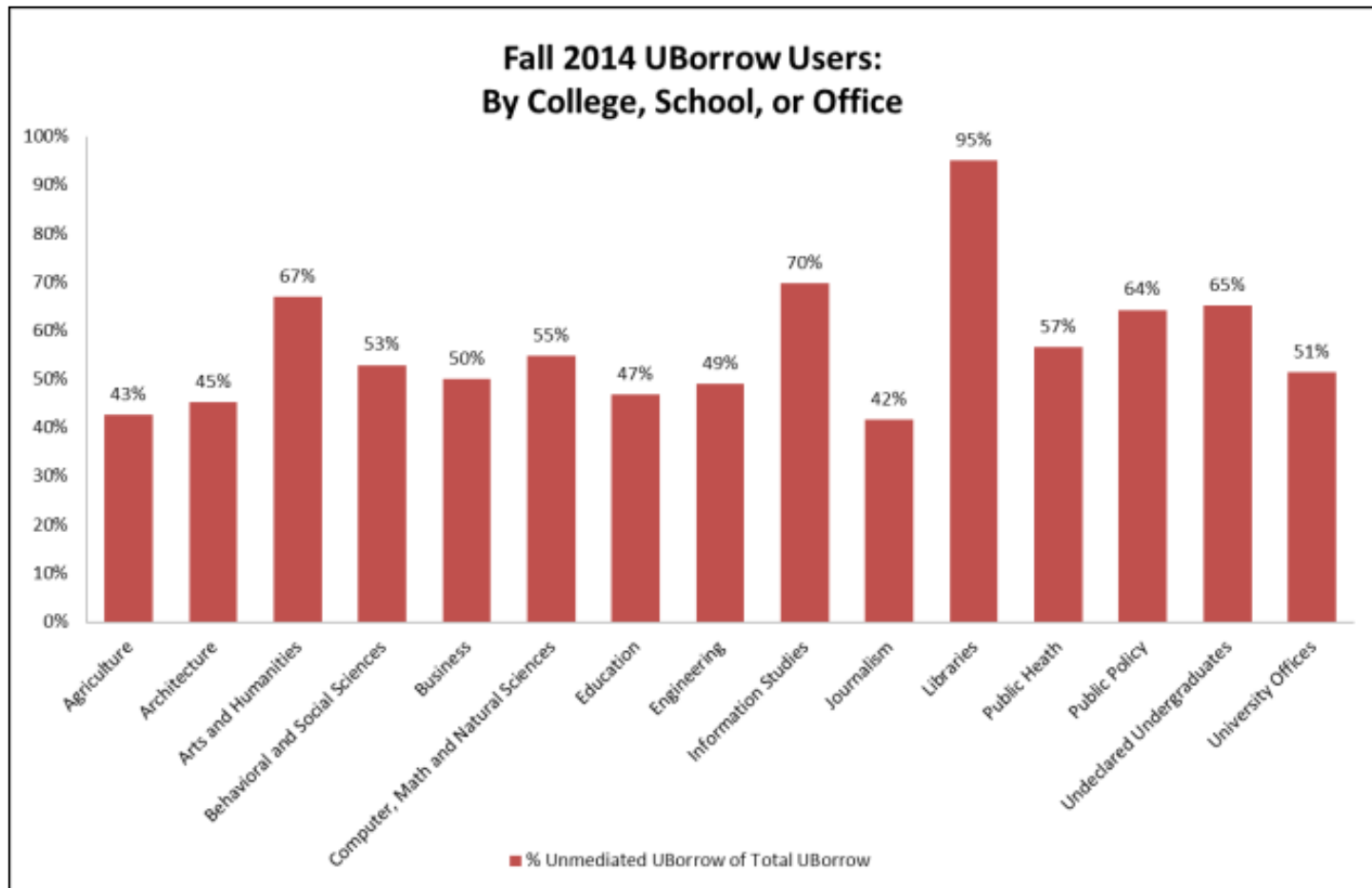
Evaluating the Campaign

1. Did we meet our goals?

Request Rate Goals:

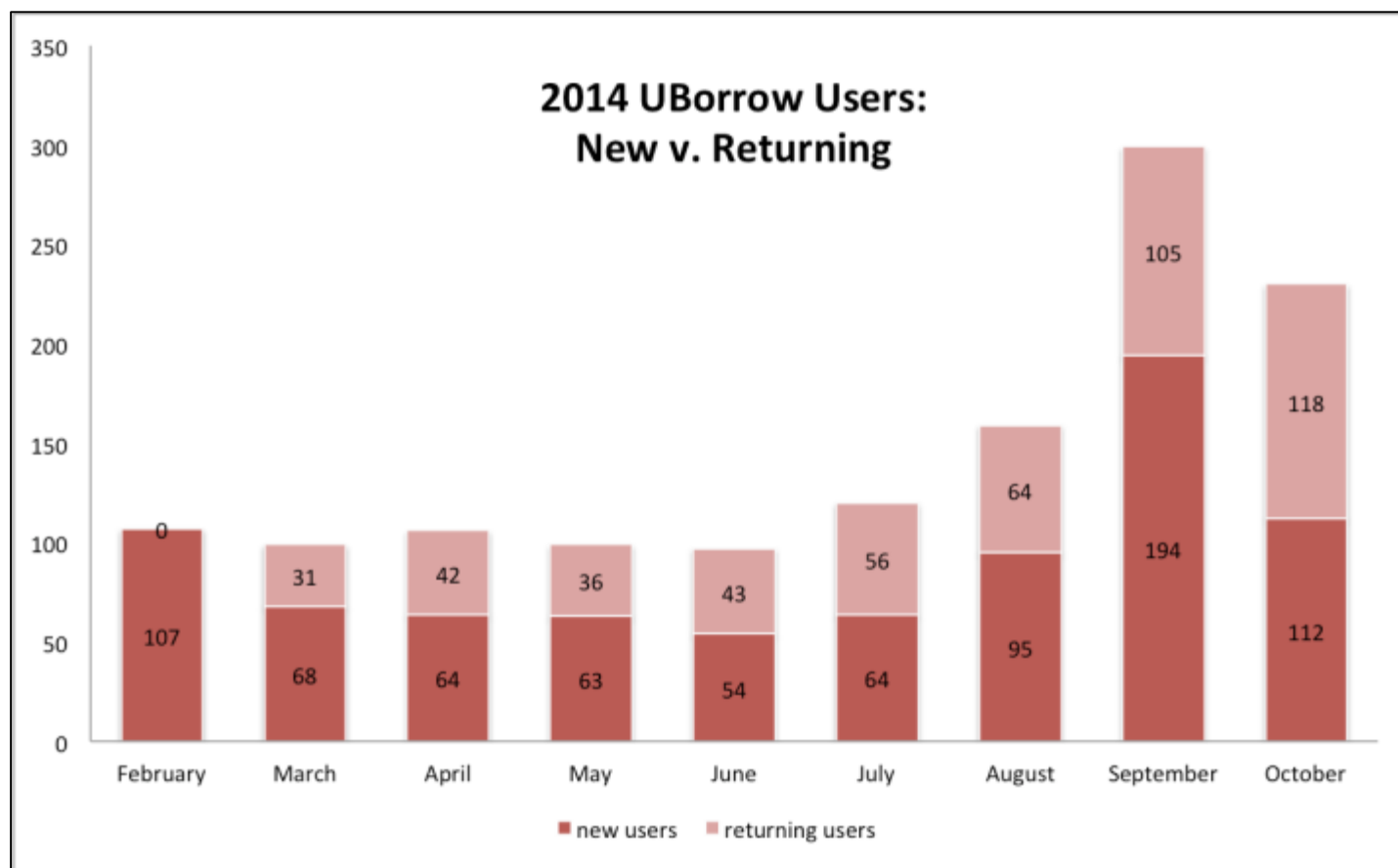
- 50% unmediated UBorrow by end of Spring?
Yes. 4 weeks in May all at or above 50%.
- 67% unmediated UBorrow by end of Fall?
Too soon to tell, but unlikely at this point.
Peak week so far is 54%.

Which departments did we reach?



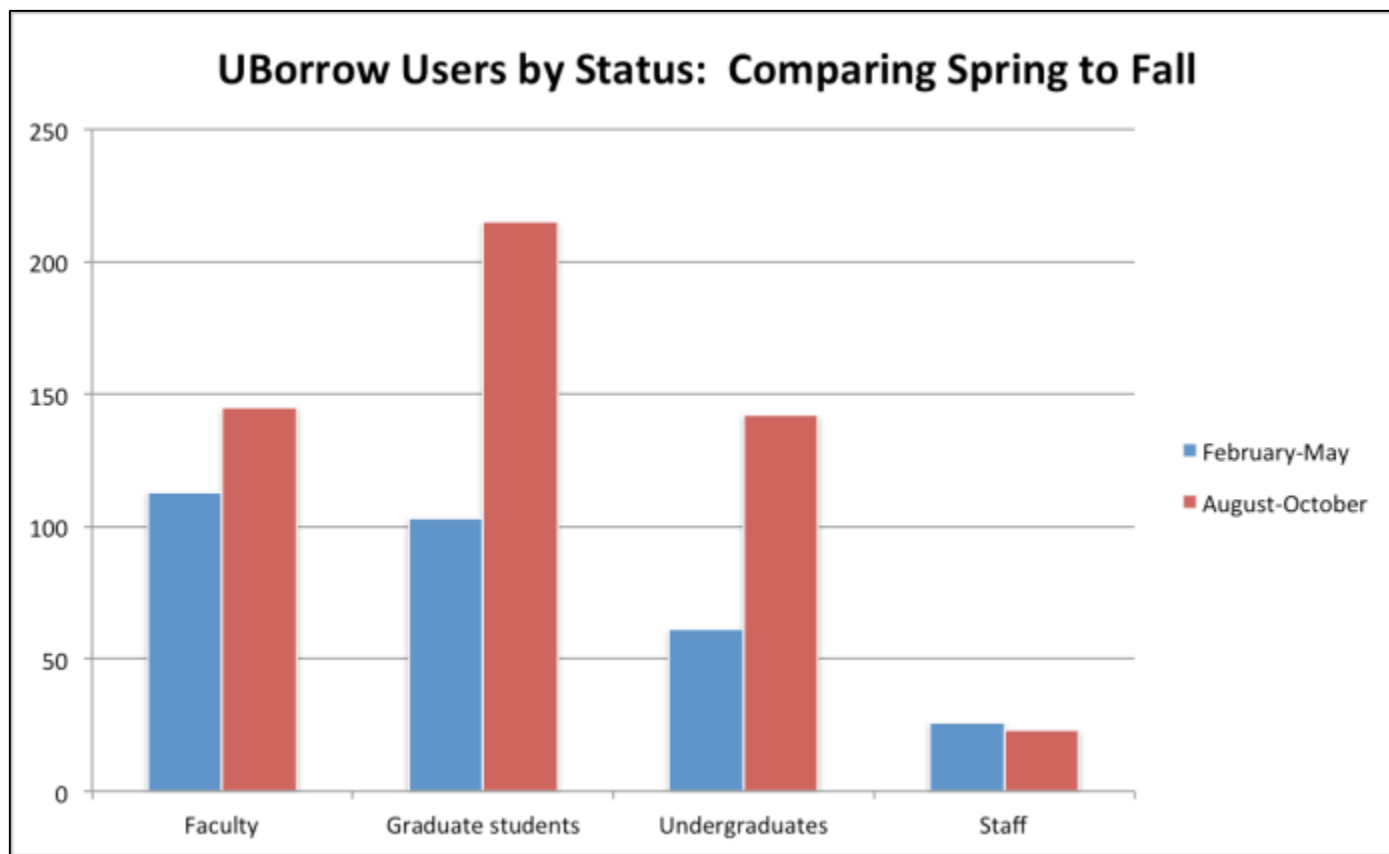
*Data gathered using an ILLiad custom request search.

Did we continue to bring in new users?



*Data gathered using ILLiad custom request search.

Did we reach our target audience?



*Data gathered using ILLiad custom request search.

Did we reach our target audience?



36 power users requested 4,500 loans in 2014

29 power users (81%) used UBorrow

93% Unmediated UBorrow/Total UBorrow for power users

*Data gathered using ILLiad web report and ILLiad custom request search.

2. Did they get our message?

97% said UBorrow met their expectations.

Quickly Great
Books
Like Keep
Access Longer
Easy Fast Thanks



UBot retweeted



Allison Gunn @agunn87 · Nov 2

The BEST thing about being #Big10 ? Without a doubt- #UBorrow!! I <3 u, @UMDLibraries



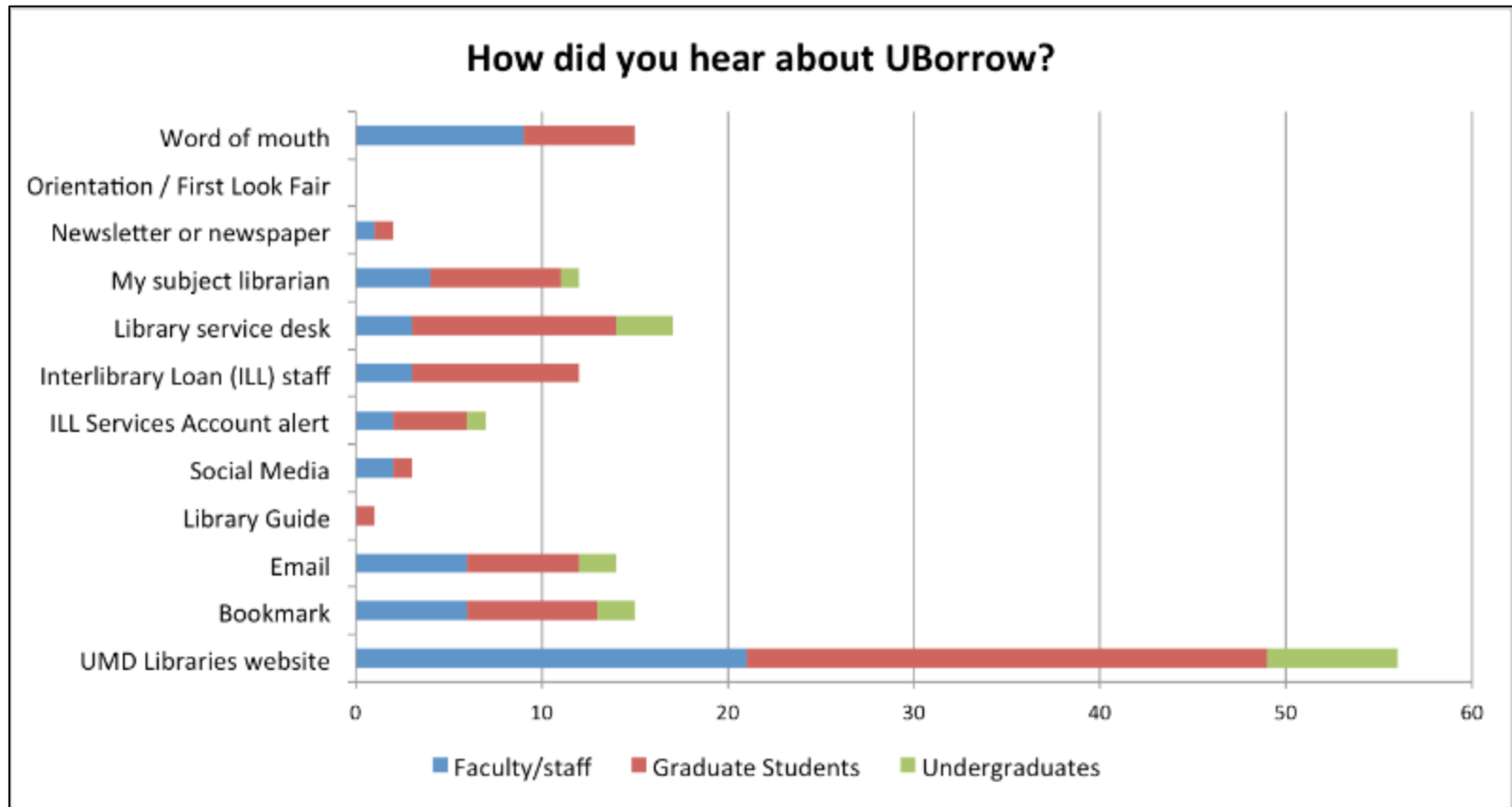
2



3



3. What methods worked well?



*Data gathered with Qualtrics survey.

Website Activity



7,481 clicks on ter.ps/uborrow



6,012 UBorrow page views



397 UBorrow Instructions page views



142 clicks on ter.ps/norecalls game



121 UBorrow LibGuides page views



17 UBorrow News Announcement views

*Data gathered using Google Analytics, ter.ps URL shortener, and LibGuides statistics.

Email Campaign



593 recipients



486 opens



44 clicks



2 unsubscribes



0 forwards

*Emails sent and data gathered using Mail Chimp

@UBorrowUMD Activity



190 tweets



368 clicks (URL, profile, hashtag, media)



115 favorites



105 detail expands



44 retweets



24 replies

*Data gathered using Twitter Analytics.

Who's following @UBorrowUMD ?

40 librarians or libraries

24 UMD departments or organizations

11 UMD faculty, staff, or students

24 [affiliation unclear]

99 total followers

4. Did we demonstrate value?

UBorrow promotion contributed to:

- 47% decrease in OCLC ILL costs in FY14
- Average ILL turnaround time for loans improved from 15 to 9 days
- Fill rate for ILL loans improved from 74% to 79%



What's next?

For UBorrow:

- Continue to work with liaison librarians
- Continue campaign for search box presence
- Continue email campaigns and alerts

For other ILL Services:

- Apply what we've learned to document delivery rebranding and expansion



Questions?

Email: hthomps1@umd.edu

Follow or message @UBorrowUMD